

I Year 2011/2012: Phase 1 – Outreach and Data Collection

A. Project Administration and Coordination (Baker)

Baker will support the OBOD to administer and coordinate broadband related research, data collection and technical assistance.

Timeframe: Support commences at project start-up with a proposed scale back of effort in subsequent phases coinciding with increased OBOD/ADD program sustainment.

Deliverable: Support to OBOD

B. Strategic Plan and Metrics (OBOD/Baker)

1. OBOD will develop a Formal Statewide Strategic Plan for Kentucky.
 - a. Baker will work with OBOD to develop its strategic plan, redirecting effort from Task I-A and I-F as required.
 - b. Prior to the district planning workshops (Task II.I), the Statewide Strategic Plan will provide a framework including the mission and strategic objectives.
 - c. Following the district planning workshops (Task II-I), SNG will develop district broadband plans (Tasks II-J and L) that are strategically tailored to the needs and priorities of the selected planning districts with input and consultation from Baker. These district plans will be used by OBOD (with Baker support) for use in developing the final Statewide Strategic Plan in Phase 2.
 - d. Based on continued feedback from the identified planning districts, the Statewide Strategic Plan may be re-evaluated and/or modified as required to keep it aligned with district priorities.
2. Baker will work with OBOD to develop strategic objectives and project metrics, aligning with the OBOD's overall strategy.
 - a. Baker will assist OBOD in developing Strategic Objectives to support the overall strategy, providing information and input based on other broadband projects across the country.
 - b. Once the Statewide Strategic Plan and Strategic Objectives have been developed, Baker will assist OBOD in developing metrics to measure progress against Plan objectives.
 - c. The metrics are expected to be periodically measured and reported from the planning districts.
 - d. Based on continued feedback from the planning districts, Strategic Objectives may be re-evaluated and/or modified as required to keep them aligned with district priorities.

Timeframe: Statewide Strategic Plan Framework Jan-Feb 2012; Final Statewide Strategic Plan, Objectives and Metrics in Phase 2, December 2012 – January 2013.

Deliverables:

- a. Statewide Strategic Plan Framework (OBOD/Baker)
- b. Final Statewide Strategic Plan and Objectives (OBOD/Baker)
- c. Final Statewide Strategic Plan and Metrics (OBOD/Baker)

C. Policy and Investment Strategies (OBOD)

1. OBOD will define policy and investment strategies yielding attractive ROIs for service providers, cities, local governments, and public/private partnership.

D. State Level Stakeholder Groups (OBOD/ADDs)

1. ADDs will develop and recruit a collaborative network of state level stakeholders to form a State Level Stakeholder Group.
2. In coordination with OBOD, State Level Stakeholder group will play an integral role in defining appropriate needs/actions/tools to facilitate effective broadband planning, adoption and usage.

Timeframe: Formation of State Level Stakeholder Groups to be organized for conducting State-Level Workshop in early December 2011 and follow-on 2012 workshops/meetings.

Deliverables:

- a. Formation of State Level Stakeholder Group (ADDs)
- b. State Level Stakeholder Group Contact List (OBOD)

E. Outreach and Communications (ADDs)

1. Develop and implement outreach campaign for stakeholders for each planning district, to explain Commonwealth vision and how broadband adoption, utilization, and non-utilization impacts regional economic development.
2. Develop and implement outreach campaign to inform and engage general public on the Commonwealth's broadband initiative.
3. Develop processes and systems to easily facilitate communications.
4. Develop marketing materials/branding/effort, in support of the Commonwealth Strategic Plan, with a sustainable model for ongoing adoption, utilization, and support of broadband.

Timeframe: The branding and outreach will begin as part of the survey preparation. Development of a more focused outreach and communication plans, tools and marketing materials/branding to begin after State-Level Workshop in December 2011 and completed before the start of campaign activities for the Planning Districts in June 2012 timeframe.

Deliverables:

- a. Stakeholder outreach campaign plan
- b. General public outreach campaign plan
- c. Communication plan/tools
- d. Marketing materials/branding
- e. Outreach and Communications to Stakeholders and General Public

F. Central Repository (OBOD/ADDs/Baker)

1. OBOD will direct Baker development of collaborative web-based network (Central Repository) to deliver available online information, data, applications and productivity tools to support broadband planning and adoption efforts.
2. Baker will design, develop and deploy the Central Repository.

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3. Build on existing web sites and applications developed for the SBI Mapping Project.
4. Central Repository will be hosted on the Commonwealth's web server.
5. OBOD will identify and ADDs will promote current and new internet content that provides service and educational information to broadband service providers and citizens.
6. ADDs will identify, and Baker will implement available broadband usage training and action planning online tools.

Timeframe: Development begins at project start-up with support and enhancement continued through all project phases, with a proposed scale back of Baker effort in subsequent phases coinciding with increased OBOD sustainment of the website.

Deliverables:

- a. Central Repository design, development and deployment (Baker)
- b. Web hosting environment (OBOD)
- c. Central Repository content (OBOD/ADDs)

G. Preliminary Broadband Reports/State-Level Workshop (ADDs/Baker/SNG)

1. ADDs will organize state-level Broadband Adoption and Utilization Planning workshop
2. Baker/SNG will conduct state-level Broadband Adoption and Utilization Planning workshop
3. SNG will develop KY Broadband Report including preliminary broadband profiles from 2010 eSB survey to be presented at workshop.
4. Workshop to raise stakeholder awareness about value of information to be collected, and promote participation in the data collection process.
5. Workshop feedback documented and provided back to the OBOD/ADDs for review and comment.
6. SNG will setup Digital Economy and Analysis Platform (DEAP) for a limited number of OBOD/ADDs users, using the 2010 eSB data.

Timeframe: December 2011.

Deliverables:

- a. State-Level Broadband Adoption/Utilization Planning Workshop organization (Baker/ADDs)
- b. Delivery of State-Level Broadband Adoption and Utilization Planning Workshop (Baker/SNG)
- c. KY Broadband Report including preliminary broadband profiles (SNG)
- d. Workshop Documentation (Baker/SNG)
- e. Limited DEAP Deployment based on 2010 eSB Data (SNG)

H. Adoption and Utilization Data Collection Plan (SNG)

1. Utilizing information from Task G workshop, SNG will develop Plan for collecting Broadband Adoption and Utilization data, including a definition of the baseline data to be collected.

Timeframe: January 2012

Deliverables:

- a. Broadband Adoption and Utilization Data Collection Plan

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I. Data Surveys (SNG/Baker/ADDs)

1. Information about utilization levels, as well as current and potential benefits realized by households, governments, businesses, and other entities.
2. Include modules of special interest, such as e-health, postsecondary education, K-12 education and other areas as required.
3. Objective to understand individual and institutional usage, barriers to adoption and economic gains and losses; get a “lay of the land”; to know what people, businesses and organizations do (and do not do) with broadband and broadband-enabled applications; and to understand where the Commonwealth’s weaknesses or “missed opportunities” lie.
4. Focus on richer set of demand-side data (defined Broadband Adoption and Utilization Data Collection Plan).
5. Paper Surveys developed and distributed at local agencies to solicit input from businesses/people not currently using internet.

Timeframe: February 2012

Deliverables:

- a. Web Survey Development (SNG)
- b. Paper Survey Development (Baker)
- c. Web Survey Deployment (SNG)
- d. Paper Survey deployment (ADDs)

II Year 2012/2013: Phase 2 – Data Analysis, Reporting and Planning

A. Continued Project Administration and Coordination (Baker)

See Task I.A above.

B. Continued Strategic Plan and Metrics Development (OBOD)

See Task I.B above.

C. Outreach and Communications (ADDs)

Utilize plans, tools and materials developed in Task I.E above to continue outreach and communication to Stakeholders and General Public.

D. Continued Central Repository Support

See Task I.F above.

E. eSB Reporting (SNG/Baker)

1. Objective: High level analysis and strategic implications for Kentucky.
2. Develop e-Solutions Benchmarking Technical Report; Phase 1 survey data aggregation and analysis. This will be more of a summary report in comparison to the 2010 e-Solutions Benchmarking Technical Report, with the detailed information provided through the Digital Economy and Analysis Platform (DEAP).

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3. Develop of e-Strategy Report (similar to the Task I-G Broadband Report) for Kentucky including limited regional breakdown of key factors, as well as county level “heat maps” that use benchmark data and federal data to project Internet utilization patterns at the county level.
4. Update Digital Economy and Analysis Platform (DEAP) with new Phase 1 e-Solution Benchmarking survey data.
5. Develop of briefing document, including maps of unserved and underserved areas.

Timeframe: April 2012

Deliverables:

- a. eSB Technical Report; (SNG)
- b. e-Strategy Report (SNG)
- c. Updated DEAP (SNG)
- d. Briefing Document (Baker)

F. Establish Priorities and Planning Districts (All)

1. Organize Central Planning Session for OBOD, ADDs, with limited stakeholder participation as an option.
2. Utilize previous eSB reporting deliverables to establish priorities for planning and outreach.
3. Utilize previous eSB reporting deliverables to identify up to five planning districts, which will become the focus for analysis, planning and outreach.

Timeframe: Early May timeframe.

Deliverables:

- a. Outreach to Prospective Participants for Central Planning Session (OBOD, ADDs)
- b. Broadband Planning and Outreach Priorities (OBOD/ADDs)
- c. Planning District(s) Identification (OBOD/ADDs)
- d. Central Planning Session Delivery (SNG and Baker)
- e. Central Planning Session Summary (Baker and SNG)
- f. Work plan for future analysis, planning and outreach for 2012 - 2013 (SNG and Baker)

G. Develop Resources for District Level Planning and Outreach (All)

1. Objective: Develop resources and recruit district level stakeholders for fall planning sessions.
2. Develop Planning District broadband profiles, built from the eSB reporting deliverables, i.e., e-Strategy report and briefing document.
3. Profiles to provide more detailed analysis and recommendations at the Planning District level, focusing on issues and sectors identified in the April planning session.
4. Develop DEi Scorecards for businesses and organizations that identify individual patterns of broadband utilization, gaps, barriers and opportunities.
5. Scorecard assessment, delivered through an automated online process, provides customized information to encourage broadband and broadband-enabled application/process adoption.
6. Provides insight on likely benefits to be achieved by utilization of each application/process.
7. Recruit Planning District participants from stakeholder groups for fall planning activities.

Timeframe: To occur during June-August 2012 timeframe.

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Deliverables:

- a. Broadband Profiles for each Planning District (SNG)
- b. DEi Scorecards (SNG)
- c. Stakeholders Recruitment (ADDs, OBOD)

H. Best Practice Modules (Baker/SNG)

1. Develop 5 Best Practice modules identifying processes and applications utilized by leading broadband users that promote successful utilization and maximize benefits from utilization.
2. Incorporate Kentucky benchmarking data as well as SNG's broader database.
3. Develop Best Practice modules that support relevance of statewide "Best Practice" e-solutions within specific constituencies and districts.
4. Conduct key informant interviews with businesses and organizations that have best in sector utilization practices and outcomes, and private sector providers of e-solutions.
5. Utilize best practices reports to develop online "Best Practice Webinars" for availability as part of the planning process.
6. Best Practice modules will include identification of leading practices within the sectors that are prioritized, as well as a list of strategies and resources for implementing these practices.
7. The best practices modules will address:
 - Processes and applications for productivity;
 - Internet delivery of services;
 - Privacy and security concerns;
 - Two additional modules determined by consultation process
8. Dissemination of best practice modules will take form of formal best practices report, PowerPoint slide deck and a Webinar recorded and suitable for webcasting.

Timeframe: Some or all modules could come after statewide planning meeting, if identified for one or more key focus areas (sector or issue).

Modules not developed after statewide planning meeting would be developed in conjunction with the district plans during the fall workshops.

Deliverables:

- a. Key informant interviews (SNG/Baker)
- b. Best Practice Reports (SNG/Baker)
- c. Best Practice PowerPoint Slide Decks (SNG)
- d. Best Practice Webinars (SNG)

I. Initial Planning District Workshops (All)

1. Organize Planning District workshops for OBOD, ADDs and targeted district stakeholders.
2. "From Broadband to Benefits: Understanding the basics of broadband utilization and adoption" webinar – Workshop preparation tool for stakeholders.
3. Introduction and discussion of key information, consisting primarily of the findings in the Broadband Regional Benchmarking Report for Kentucky.

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4. Presentation and utilization of previous Task II-F work plan for meeting discussion and analysis.
5. Prioritize sectors and/or geographies to focus on and which e-solution utilization and adoption gaps need to be bridged.
6. Identify key elements required for development of high level action plan.

Timeframe: September 2012

Deliverables:

- a. Planning District Workshop Organization (ADDs/OBOD)
- b. Workshop Prep Webinar (SNG)
- c. Planning District Workshop Delivery (Baker/SNG)
- d. Workshop Outcomes Documentation (Baker/SNG)

J. Draft Planning District Work Plans (SNG)

1. Discussions from first workshops summarized and synthesized into a roadmap to achieve stated district goals.
2. Include analysis of costs and benefits of targeted adoption and utilization campaigns within identified sectors within the district.
3. Include development of “Best Practice” modules to inform or support implementation of district campaigns aimed at improving utilization (see Task II-H).
4. Priority given to promotion of broadband utilization and adoption that promotes job creation, competitiveness, and innovation.
5. Development of a high level action plan.
6. Develop of a deliverable Draft Planning District Work Plans recommending roadmap to achieve district goals.

Timeframe: December 2012

Deliverable: Draft Planning District Work Plans

K. Follow-Up Planning District Workshops (All)

1. Organize Planning District workshops for OBOD, ADDs and targeted district stakeholders.
2. Present Draft Planning District Work Plans.
3. Workshop will disseminate recommendations and high-level action plans.
4. Workshop will act as final consultation step prior to finalizing District Work Plans.

Timeframe: January 2013

Deliverables:

- a. Planning District Workshop Organization (ADDs/OBOD)
- b. Planning District Workshop Delivery (Baker/SNG)
- c. Workshop Outcomes Documentation (Baker/SNG)

L. Final Planning District Work Plans (SNG)

1. Outcomes from second workshops analyzed to updates Planning District Work Plans.
2. Final Planning District Work Plans provide Roadmap for Economic Development through Broadband.

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3. Work Plans can be used by each Planning District to:
- adjust existing economic development programs and activities
 - prepare applications that fund new economic development initiatives
 - creating an economic development framework for promoting specific e-solutions in targeted sectors that maximize local productivity, competitiveness, and innovation.

Timeframe: Jan-Feb 2013

Deliverable: Final Planning District Work Plans

III Year 2013: Phase 3 Tactical Plans DISCUSSION ITEM